

"PRICE IS IT"

A MESSAGE OF PROFIT TO YOU

**\$20,000 worth of Brand New Mid-Winter
and New Spring Merchandise**

Up-to-the-minute in style to be sold at 40c, 50c, 60c on The \$, at

THE MODEL DRY GOODS CO.

**BEGINNING SATURDAY, JANUARY 24th at 9 A. M.
And to Continue Until Saturday, January 31st**

THE ENTIRE SURPLUS STOCK OF A ST. LOUIS JOBBER, BOUGHT FOR CASH AT LESS THAN MANUFACTURER'S COST. Same will be sold in proportion, actually giving from \$3.00 to \$4.00 of the season's latest merchandise for ONE DOLLAR Cash. This will be a MIGHTY FEAST of MATCHLESS BARGAINS that startle competition and pack the store to its capacity. This fearless price-cutting sale will sweep the field clean of competition for the prices we are making on these new mid-winter and spring merchandise, are so low that no store in the whole New Mexico or Colorado can meet them. We ask you to

compare the prices and values in this ad with those of other stores. If you do this, we feel confident that you will realize that the MODEL STORE stands alone for value giving. Lack of space prevents us from advertising everything. The items quoted below are positively UNMATCHABLE. Be here SATURDAY morning and get your share of these stupendous Money-Savers. To make this sale more interesting will give away with every 25c purchase a ROSY RED BALDWIN APPLE FREE, that contains a little surprise for you. If you are lucky you may get one that contains 10c or \$5 in gold in it.

Matchless Underpricing in the disposal of new LACE AND EMBROIDERIES

With values unmatched and selection to be made from almost unending range of exquisite patterns in these flounces, edges and silvers. These are days of the most profitable buying of lace and embroideries. These items are specimens of the great purchase sale that are values we defy competition to meet:

One to 5-inch embroidery edges and insertings in Swiss and cambrie. Values to 10c. Sale price, a yard 40c

Cambrie embroidery edges, insertings and headings. Values to 20c. Sale price, a yard 80c

Swiss and cambrie embroidery edges, insertings and headings. Values to 25c. Sale price, a yard 12½c

Swiss and cambrie 18-inch flouncing and corset cover embroidery; new and wanted designs. Values to 40c. Sale price, a yard 19c

18 and 27-inch Swiss and cambrie embroidery flouncing and corset covering in handsome new patterns. Values to 50c. Sale price, a yard 23c

18-inch extra fine nainsook and Swiss flouncing and corset cover embroidery; in pleasing patterns. Values to 75c. Sale price, a yard 39c

Swiss and nainsook flouncing and corset cover embroidery. In exquisite patterns, 18 inches wide. Values to 100c. Sale price, a yard 59c

Swiss and nainsook allover embroidery in large and small patterns; extra good quality. Values to 100c. Sale price, a yard 59c

Swiss and nainsook allover embroidery in designs to please the most exacting. Values to \$1.50. Sale price, a yard 79c

27-inch Swiss baby flouncing. Values to 75c. Sale price, a yard 39c

27-inch Swiss baby flouncing, beautiful quality, dainty patterns. Values to \$1.00. Sale price, a yard 59c

The New Laces

Cotton and linen Cluny and torchon laces; 12½c values. Sale price 10c

15c torchon and Cluny lace. Sale price 9c

25c Cluny laces, extra heavy, in white, cream and earth 19c

Valenciennes laces in white and cream, fine quality edges and insertions; regular price 10c to 25c. Sale price 10c to 19c

Allover laces in entirely new ideas, in fine, neat patterns, just out, beautiful colorings; regular price, 50c to \$2.50. Sale price 39c to \$1.89

An Assortment of UNDERMUSLINS

Never before equaled—at one-third to one-half less than regular prices.

All made under the most sanitary conditions. Quality in every garment.

Corset Covers

Values, 30c, at 19c
Made of cambrie, French waist, voiles prettily trimmed with dainty embroidered edges; also some with lace insertions.

Drawers

Values up to 30c, at 21c
Women's drawers twisted, including circular styles. Sale price pair 29c

Garments at 69c

Values up to \$2.25. This line is one of the big features of this great purchase sale, and offers most unusual values. Embroidery and lace trimmed gowns, chemises, Princess slips, petticoats, combinations and corset covers. Unparalleled values at 69c

Garments at 98c

Values up to \$2.25. This line is one of the big features of this great purchase sale, and offers most unusual values. Embroidery and lace trimmed gowns, chemises, Princess slips, petticoats, combinations and corset covers. Unparalleled values at 98c

Garments at \$1.23

Values up to \$2.25. This is an unusually choice assortment of immaculate garments, made of batiste and nainsook, beautifully embroidered or trimmed with Val lace and ribbons, gowns in white and colors, drawers, corset covers, chemises, Princess slips and combinations. Best values ever shown in Albuquerque, at \$1.23

SALE WHITE DOMESTICS

15c bleached muslin, limit 15 yards to a customer; no phone orders filled; at a yard 10c
17½c Fruit of the Loom, limit 12 yards; at a yard 14c
15c Lonsdale muslin, at a yard 12½c
20c Lonsdale cambrie, at a yard 15c
35c 8-4 Pepperell sheeting, limit 15 yards; at a yard 27½c
40c 19-4 Pepperell sheeting, limit 12 yards; at a yard 32½c
37½c Andrusogain pillow tubing 19c
28c pillow cases at 10c

New Spring Wash Goods at 24c

Attractive new spring tub materials in popular new weaves, such as striped and printed crepes, plain and printed voiles, satine, new cloth, poplin, plaid tissue, silk checked seersucker and other delightful materials, in new patterns and colorings; shown here for the first time in this city; absolutely 25c quality. Sale price, a yard 24c

New Spring Wash Goods at 24c

At prices almost given away. Women's handkerchiefs of good and extra good quality in lawn and pure Irish linen in plain and crosshatch, also embroidered corner designs and lace trimmed. Please note the prices:

15c Women's Hand's, at three for 3c

15c Women's Hand's, at 8c

25c Women's Hand's, at 12½c

25c Women's Hand's, at 17c

EXTRA SPECIAL SALE ON NEW SPRING 1914 GINGHAM AND PERCALES.

Percale—One case of each in this sale; made new 26-inch percales in dainty colors and patterns for spring; new neophyte gingham in "nurses' stripes" and fancy patterns; full pieces, all best quality and sell regular, 15c to 17½c. Special at a yard 10c

7c Calicos Will Go During This Sale at 4½c

In all the newest patterns and colors for the coming season.

GREAT BARGAINS IN TOWELS

At these prices you can afford to buy them whether you need them or not. NEVER AGAIN such values for so little money.

15c Face towels at, a dozen 48c
25c Extra long Irish face towels, at a pair 25c
25c pure linen towels at 19c
25c Turkish bath towels at 9c
25c Extra long Turkish bath towels at 17½c
The Turkish bath towels with fancy colored borders at 19c

WOMEN'S AND CHILDREN'S KNIT UNDERWEAR AT ALMOST GIVEN AWAY PRICES

25c Children's Pants or Vests at 14c
25c Children's Pants or Vests at 19c
25c Women's Vests at, 2 for 25c
41c Women's fleeced lining Vests or Drawers at 50c
41c Women's Union Suits at 60c
41c Women's Union Suits at 80c

Bedspreads at Less Than Manufacturer's Cost, Come See These Great Values

Very best \$1.50 Hemmed Crochet Spread. Sale price 98c
Hemmed Crochet Spreads and fringed, positively \$2.50 values, at \$1.50
Crochet Spreads in new designs, full size, \$2.50 value, at \$1.98
Large assortment of Hemmed Crochet Spreads ranging in prices from \$4.00 to \$10.00, on sale at \$2.49 to \$6.48

WOMEN'S HANDKERCHIEFS

At prices almost given away. Women's handkerchiefs of good and extra good quality in lawn and pure Irish linen in plain and crosshatch, also embroidered corner designs and lace trimmed. Please note the prices:

15c Women's Hand's, at three for 3c

15c Women's Hand's, at 8c

25c Women's Hand's, at 12½c

25c Women's Hand's, at 17c

New W. B. Corsets at Reduced Prices

New Spring models, in fancy fabrics, made with low bust, long hips, three pairs of web bone supporters, and all boned with rust-proof steel; all sizes.

27.50 La Vida Corsets, at \$1.18
34.50 Medium Corsets, at \$1.18
42.50 Nuform Corsets, at \$1.18
52.50 Nuform Corsets, at \$1.80
57.50 Nuform Corsets, at 98c
75c Electric Corsets, at 19c

These are absolutely all the famous W. B. make Corsets. No old, shop-worn stock, but brand new merchandise.

WOMEN'S AND CHILDREN'S HOSE

Women's Stockings in black and colors, with silk and cotton, reinforced with double heels and toes are included in great purchase and sale. Note the values:

15c Women's Hose, at 8c
20c Women's Hose, at 11c
25c Women's Hose, at 17c
25c and 30c Women's Hose, guaranteed for 4 months, 4 pairs 98c
35c Women's Silk Hose, at 29c
41c Women's Silk Hose, at 39c
51.50 Women's Silk Hose, at 69c
60c Children's Hose, black only, at 5c
12½c Children's Hose, black only, at 8c
25c Children's Hose, all colors, at 15c

Sale of Ribbons and New Spring Flowers

Just what you need to freshen up your old hat until you are ready for your new spring bonnet.

25c Black Satin Ribbon, at yd. 11c
25c Black Satin and Milk Ribbon, at yard 19c
15c Assorted colors Silk or Satin Ribbons, all widths at yard, 6c
25c Bunch of Velvet Violets at 15c
50c Silk or Velvet Roses, at 25c
\$1.00 Silk or Velvet Roses, at 50c

These flowers are positively the very latest Spring Creations—but last year's stock. See them and be convinced.

FRESH AND NEW SPRING AND SUMMER SILK BLOUSES JOIN THIS GREAT PURCHASE SALE

\$4.00 Silk Blouses, at \$2.39
\$5.00 Silk Blouses, at \$3.49
\$6.00 Silk Blouses, at \$4.98
\$8.00 Silk Blouses, at \$6.98

These blouses are up-to-the-minute in style, and are trimmed with shadow lace and chiffon lined. Fairy lace and net ruffles and silk combinations; shown here for the first time in this city; absolutely 25c quality.

Short sleeve blouses, \$1.00 to \$1.50.

Long sleeve blouses, \$1.50 to \$2.00.

Other 4-ply Linen Blouses at 4c

See Our "NIFTY" NEW SPRING SUITS AND COATS AT THIS GREAT PURCHASE AND SALE

New Spring Suits in the new 1914 models from \$22.50 to \$27.50 values, at \$1.50 to \$21.98.

New Spring Coats in all the newest materials, \$17.50 to \$30.00 value, at \$3.98 to \$19.98.

Women's New Spring Wash Dresses Also Reduced

A showing of beautiful designs in light and dark colors, new style skirt and coat effects.

\$2.50 House Dresses at \$1.98
\$3.00 House Dresses at \$2.98
\$3.50 House Dresses at \$3.19

Remember, please, these are New Spring Styles.

New Spring Dress Skirts at Cut Prices

No Boy need to go without Pants at these prices.

75c Pants at 19c
\$1.00 Pants at 49c
\$1.50 Pants at 69c

BOYS' PANTS

Boys' pants at 19c

25c Pants at 19c

35c Pants at 29c

45c Pants at 39c

55c Pants at 49c

75c Pants at 69c

95c Pants at 89c

115c Pants at 109c

135c Pants at 129c

155c Pants at 149c

175c Pants at 169c

1